

Welcome to the PLA 2026 Exhibitor Meeting

2/17/26



**PUBLIC
LANDS
ALLIANCE**

Annual Convention & Trade Show
Daytona Beach, FL • February 22-26, 2026



Questions?

- 1. Please type questions in the chat box. We will answer questions during the Q&A**
- 2. Recording and slides from today's presentation will be available on the exhibitor website.**



Agenda

- Introductions
 - PLA Staff
 - Ocean Center
 - Viper Exhibitor Services
- Schedule
- Silent Auction Donations
- Important -Need To Know Items
- Q & A



Introductions

PLA Staff

Andrea Ketchmark
President and CEO

Amy Matthews
Vice President and CFO

Amy Norris
Trade Show Consultant

Dan Fineberg
Vice President of
Development

Keynola Russell
Development and Events
Manager

Emily Tanner
Education Program Manager

OC Representatives

Michael Waddell
Event Coordinator

Lynn Miles
Sales Manager

Jake Taylor
Show Services

OC Parking

Alexander Roman
Project Manager

Viper Representatives

Joe Kordecki
Viper- Vice President of
Sales & Strategy

Devin Romano
Viper- Account Executive /
Exhibitor Services

Jennifer Elhardt
Viper- Exhibitor Services
Coordinator



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Exhibitor Schedule

SUNDAY, FEBRUARY 22 - HILTON DAYTONA BEACH OCEANFRONT RESORT

Registration Opens: 1:00 - 7:30 pm

*At the Hilton Daytona Beach Oceanfront Resort.

MONDAY, FEBRUARY 23 - OCEAN CENTER

Premier Sponsor Exhibitor Set Up : 11:00 - 6:00 PM

Exhibitor Set Up : 12:00 - 6:00 PM

TUESDAY, FEBRUARY 24 - OCEAN CENTER

Exhibitor Set Up: 7:00 - 9:00 am

Trade show Opens: 9:30 am-6:30 pm

Trade show Mixer - 5:00 - 6:30 pm

WEDNESDAY, FEBRUARY 25 - OCEAN CENTER

Trade Show Open : 8:30 am -3:00 pm

Exhibitor Tear Down: 3:00 - 7:00 pm



JOIN US!

FIELD TRIPS

Space still available on Thursday to the Canaveral National Seashore, purchase tickets online

OPENING RECEPTION

Sunday, tickets still available at onsite registration.

GENERAL SESSIONS

Monday, Tuesday, and Wednesday

BUYER VENDOR FORUM

Monday - 10:00 - 11:00 am

TRADE SHOW MIXER

Tuesday - 5:00 - 6:30 pm

PUBLIC LANDS FILM NIGHT

Wednesday 7:00 - 9:00 pm



Silent Auction

- Donations (valued at \$50 or more) to the silent auction allow you to publicize your organization's or company's interpretive message, product, or service.
- Popular items that receive top bids include trips and adventure packages, handmade crafts, jewelry, food items and gift baskets. Be sure to consider items that are easy to ship and pack.

Please bring items with you! For more information:

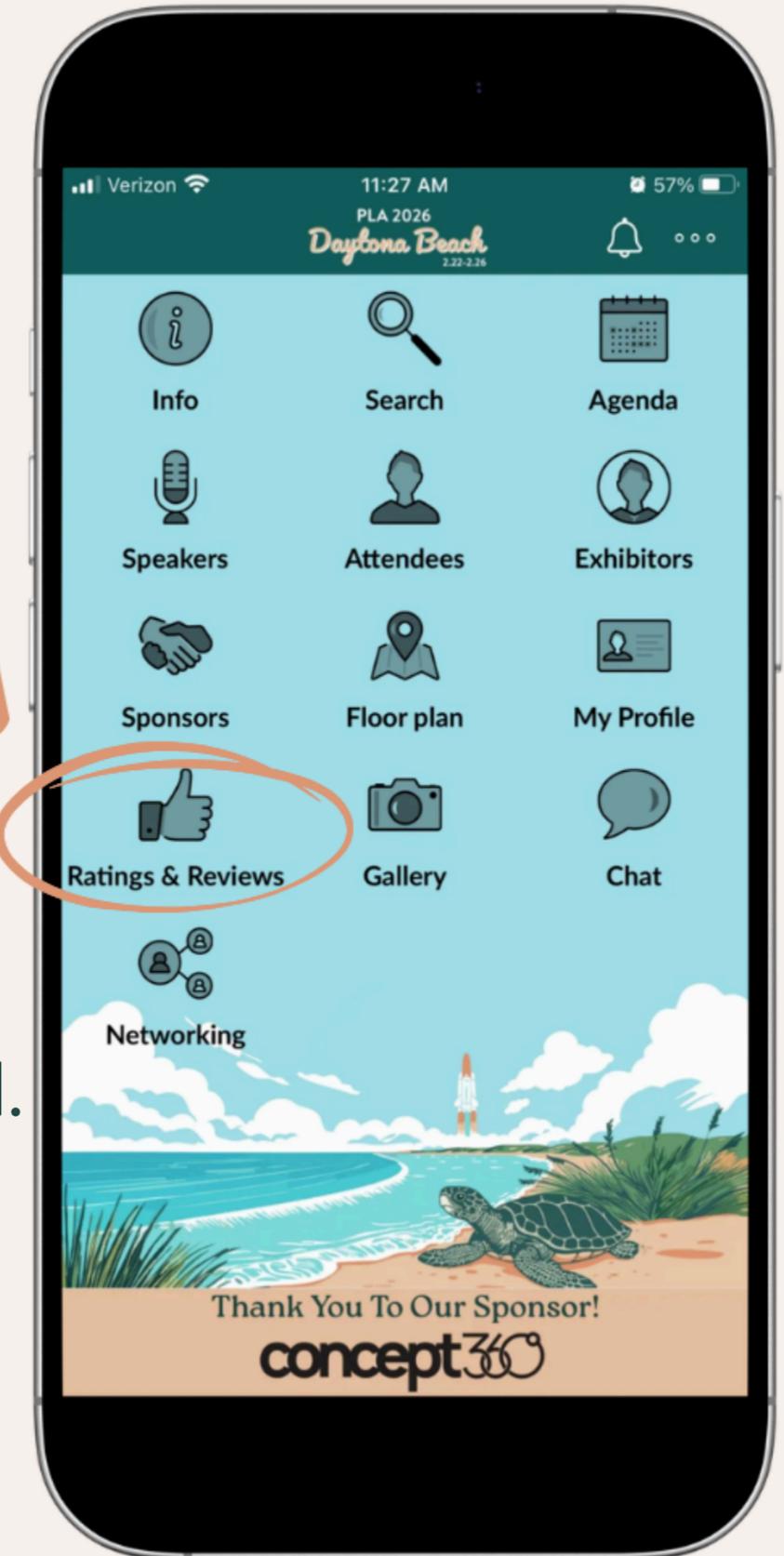
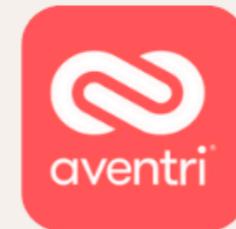
<https://www.publiclandsalliance.org/pla2026/events/auction>



Reminder: Rate this Session in the Convention App

Don't have the app yet?

- Search “**Aventri Events**” in the app store
- Access Code: **748100**
- Login = Your email address + Your Reference Number
-Your Login details can be located in your confirmation email.



Exhibitor Updates

Exhibitor Resources -

<https://www.publiclandsalliance.org/pla2026/tradeshow/exhibitors>

- You can locate links on the Exhibitor webpage to the following information:
 - Floorplan
 - Exhibitor Contract
 - Exhibitor Information Packet
 - VIPER Service Kit
 - Electricity and Internet Order form
 - Certificate of Information (COI) Information (you can purchase a COI here)
 - Exhibitor Meeting and Trade Show Ready Recordings
- Some resources, like communicating with participants, are available on the app.

On-Site Registration

- All exhibitor badges have been printed. Changes to exhibitor names and booth information need to be made at On-Site Registration.
- You will receive Exhibitor updates via the convention app.
- Important Documents on the App - Onsite Program, Code of Conduct, Waiver of Liability, Attendee Directory, and Exhibitor Listing Report

Exhibitor Updates

Ocean Center (OC) Exhibit Hall

- Exhibit Hall is NOT carpeted
- Each booth comes with a 6' table, 2 chairs, a wastebasket, and three 8' sides.
 - Exceptions - Corner booths have a choice to remove a wall on the aisle sides.

Move In/ Move Out

- Move In- Monday 12:00 pm – 6:00 pm
- Move Out - Wednesday 3 :00 pm – 7:00 pm
- For those driving in with their drayage, Viper Tradeshow has been contracted to assist with all unloading/loading.
- PLA is partnering with Volusia Public Libraries to accept books and educational materials donations; Sign-up onsite at Viper Customer Service Desk

Security and Safety

- You are responsible for your personal items and booth items.
- The convention center has security, and doors will be locked at night.
- PLA is not hiring additional security. Please be mindful to take your valuables with you when you leave your booth.

Exhibitor Updates

Parking

- The Hilton Daytona Beach Oceanfront Resort
 - Guests registered within the PLA room block receive a \$10 discount off the \$35 OVERNIGHT SELF-PARKING rate.
- Ocean Center (OC)
 - The parking vendor for the OC is LAZ at \$15 a day, and overnight parking is in the garage for \$30.

Insurance/Certificate of Insurance (COI)

- A COI is required to access your booth on-site.
- You can purchase a COI for this event on the exhibitor webpage under the quick links section for \$75.
- You can submit it via email to Keynola@publiclandsalliance.org. Make sure to bring a copy of your COI on-site.

Lunches (Monday, Tuesday, and Wednesday)

- Monday Concessions are opened from 7:30 am - 6:00 pm.
- Tuesday Concessions are opened from 8:00 am - 4:30 pm.
- Wednesday concessions are opened 8:00 am - 9:00pm.

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Thank you for being a part of PLA 2026!

We look forward to see you in Daytona Beach.



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